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TITLE: COMMODITY INFORMATION PROVIDING SUPPORT SYSTEM

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INVENTOR-INFORMATION:

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ABSTRACT:

PROBLEM TO BE SOLVED: To provide a commodity information providing support system for enhancing the satisfaction of customers and improving the organization business efficiency and profitability.

SOLUTION: This system comprises a customer management system for storing and managing customer attribute information and information for a transaction commodity contract in a commodity sales contract chart for every customer; a commodity management system for storing and managing information for a commodity in a commodity illustrative information chart for every category; a commodity introduction information generation support system for generating providing new commodity information to be provided to customers; a new commodity introduction data generation system for converting the providing new commodity information to a data format according to media for providing commodity information to customers, and generating commodity introduction data; and a database making system for making the commodity introduction data into a commodity introduction database.

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